

2025 COUNTY FAIR

Marketing Package Options

For more than 15 years, Emerge Marketing and owner, Shelly Greving, have been proud supporters of Iowa 4-H and county fairs across Iowa. Our commitment to these vital community events runs deep, and we've been honored to provide marketing services for multiple county fairs across the state for the past four years.

By leveraging our expertise in marketing and branding, we've helped these fairs enhance their overall identity and consistency in marketing efforts. Now, we're excited to offer a suite of customizable packages designed to elevate your fair to new heights.

BRANDING & IDENTITY

Overall Fair Branding

A unified brand is the most common way for visitors and stakeholders alike to recognize your organization across multiple platforms. This package includes a brand identity that your fair can update annually or use year-after-year to create consistency in the look and feel of your organization. It is important to establish a cohesive identity, successfully implement it, and carry it throughout all marketing efforts to ensure consistency and recognizability for your fair.

PACKAGE INCLUDES:

- ▶ Consultation and discussion to determine brand direction for the fair
- ▶ Logo exploration (see our logo only option)
 - 3-5 design concepts presented initially with multiple variations
 - Refine up to two variations of the design for review/selection
 - Final logo design in all necessary file types
- ▶ Create design styles and recommend primary imagery for marketing efforts
- ▶ Basic consultation for logo implementation, such as signage, apparel, and digital marketing.
- ▶ Develop a Brand Style Guide, such as secondary logos, colors, fonts, brand patterns, and other necessary design elements.

\$1,000



LOGO
DESIGN
ONLY

\$750

ANNUAL FAIR THEME LOGO

This package includes the theme identity for the county fair to use for one year including logo, sub-logos, colors, fonts, etc.

\$750

Custom Brand Kit

A custom "brand kit" created in Canva Pro (requires a subscription) will allow you to create your own social media graphics while maintaining your brand standards. This kit includes 10-12 pre-set, branded graphic templates to use when posting about the various fair activities. This option pairs best with the "Social Media Management Training."

\$1,000



STRATEGY & IMPLEMENTATION

Digital Marketing Plan

\$1,750

A digital marketing plan allows your organization to use a strategic approach online to promote events, volunteer opportunities, and overall priorities of the fair to key audiences. Specific social media platforms and a posting strategy will be recommended based upon usage by target audiences.

PACKAGE INCLUDES:

- ▶ Review and recommendations for the organization's improved presence on Google, Facebook, and other social platforms.
- ▶ Consulting with staff/volunteers to ensure effective implementation as needed.
- ▶ 1-hour/month consulting for upcoming posts, messaging, and strategy at the end (6 months).

Social Media Management Training

\$750

Emerge will train the board/committee on social media best practices, timing, scheduling, etc. in a two-hour online training session. We will review ChatGPT, Canva, Meta, and more. This option pairs best with the "Custom Brand Kit", supporting the website.



Social Media Management by Emerge

Emerge Marketing will create all graphics, developing a baseline identity and a consistent presence. This includes the Emerge team creating, writing, scheduling, and posting all social media content to ensure a consistent social media presence.

SOCIAL MEDIA SAMPLE CONTENT CATEGORIES:

- ▶ Theme kickoff
- ▶ Food vendors
- ▶ Sponsorship
- ▶ Carnival
- ▶ Grandstand
- ▶ Free entertainment
- ▶ Daily schedule
- ▶ FFA/4H/Livestock shows
- ▶ Merchandise
- ▶ Royalty competition
- ▶ Miscellaneous

4 WEEKS OF SUPPORT
 Dedicated campaign or promotion beyond the county fair
 20 POSTS
 Campaign-Specific Promotion
 \$1,000

10 WEEKS OF SUPPORT
 Eight weeks pre-fair, fair week, and one week post-fair
 70 POSTS
 6 CATEGORIES
 \$2,000

7 WEEKS OF SUPPORT
 Six weeks pre-fair through the week of the fair
 30 POSTS
 3 CATEGORIES
 \$1,000

12 WEEKS OF SUPPORT
 Ten weeks pre-fair, fair week, and one week post-fair
 100 POSTS
 10 CATEGORIES
 \$3,000

CREATIVE SERVICES

Print Services

All print materials are priced for design services only. Printing costs are an additional expense with a printer of your choice. Choose from the individual options below or create a bundle based on your needs.

PRINT MATERIAL OPTIONS:

- ▶ Brochure or flyer
- ▶ Signage
- ▶ Table tents
- ▶ Window clings
- ▶ Barn signs
- ▶ Overall fair signage
- ▶ Fair map
- ▶ Fair book cover
- ▶ Livestock banners (5 designs included)
- ▶ Parade banners
- ▶ Cookbook (Cover only. Custom quote required for whole cookbook design.)
- ▶ Fair merchandise (t-shirts, buttons, stickers, mugs, etc.)

\$125
per hour

Digital Services

\$1,750
plus travel

Take advantage of our one-day, on-site photography and video services.

PHOTOGRAPHY:

40 edited images

VIDEOGRAPHY

One 30-second promo video



5
PRINT
OPTIONS

Choose up to five print pieces.

\$1,000

10
PRINT
OPTIONS

Choose up to ten print pieces.

\$2,000

15
PRINT
OPTIONS

Choose up to fifteen print pieces.

\$2,500



WEBSITE

Refresh Current Site

\$2,500

Review of current website, refresh the site branding, and update content. The update will include a revitalized brand and/or new content to ensure consistency between your website, digital presence, and social media pages. Price may vary based on the software supporting the website.



New, Custom-Built Website in Wordpress

\$6,000

Creation of a new, custom-built website, including an events listing, online form, payment processing, and other content as identified. Emmerge will provide design consistency across platforms and allow for ease in updating content and site design.

SITE FEATURES INCLUDE:

- ▶ Mobile responsive
- ▶ Features a variety of opportunities available at the fair
- ▶ Online contact form (volunteer sign-up, sponsorship, or other forms)
- ▶ Integrate photo/video and social media as desired
- ▶ Price may vary based on custom modules such as e-commerce, forms, event calendar, blog, etc.

PAID MEDIA

Online Digital Advertising

PRICING
varies by platform

Costs listed here include Emerge's recommendation for 3rd party advertising budget, writing, creating, and managing all ads and creative. Costs are per ad campaign.

ONLINE PAID MEDIA OPTIONS:

- ▶ Spotify Ads **\$250**
- ▶ Radio **\$250**
- ▶ Google Ads **\$250**
- ▶ Social (Facebook + Instagram) **\$250**
- ▶ Snapchat Filter **\$250**

POV APP

Emerge Marketing will set this up and create the shared album.

\$250

Newspaper Coordination

We've partnered with numerous fair boards and local news media to elevate the impact of their pre- and post-fair communications. These multi-page tabloids or 4-page inserts typically result in little to no cost to the fair board. By crafting engaging feature stories, comprehensive event schedules, and detailed fairground maps, we help enhance the overall fair experience for attendees.

PRICING
varies

AD SALES

We also collaborate with and offer consulting for local newspapers to optimize ad sales, and refine the production model to more effectively reach visitors county-wide while also making the pre-fair tab available throughout the fairgrounds. This can significantly reduce the fair board's typical publication costs while increasing visitor engagement.



Reporting

Emerge will create a digital marketing report with marketing result metrics. This report is included with an annual investment of \$2,500 or more.

\$250
per report

Crisis Communication Strategy/Plan

We all hope the unexpected does not happen. However, if it does, we want you to be prepared with a pre-defined communication strategy. We can either create a written crisis communication plan or provide media training for staff/volunteers prior to the fair.

\$500

LET'S GET STARTED!

Ready to elevate your fair's brand identity, digital marketing efforts, and overall marketing strategy? Emerge is here to help. We understand the unique needs of county fairs and are committed to making a positive impact on your community.

Let's work together to create a memorable experience for everyone involved.

Please note that if you select multiple services, we may create a "bundled" price to lower the overall investment.

Contact Us Today!

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